**ADVERTISING
AGENCY RFP TEMPLATE**

SUBMITTED TO
Client NAME

SUBMITTED by
sender NAME

DATE SUBMITTED
00/00/0000

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# INTRODUCTION

|  |
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|  |

# ABOUT US

|  |
| --- |
|  |

# SITUATION ANALYSIS

|  |
| --- |
|  |

# OUR SERVICES

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| --- |
|  |

# YOUR RESULTS

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| --- |
|  |

# TIMELINE

## TIMELINE OVERVIEW

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| --- |
|  |

## ACTIVITIES + DEADLINES

|  |  |
| --- | --- |
| ACTIVITY | DEADLINE |
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# COST INVESTMENT

## COST OVERVIEW

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| --- |
|  |

## NEEDS / INVESTMENT

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| --- | --- |
| NEEDS / INVESTMENT | COST |
|  |  |
|  |  |
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|  |  |
|  |  |
|  |  |
|  |  |
| ESTIMATE TOTAL |  |

## PAYMENT TERMS

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| --- |
|  |

# TERMS AND CONDITIONS

|  |
| --- |
|  |

|  |  |
| --- | --- |
| PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED BY DATE OF |   |

# ACCEPTANCE OF PROPOSAL

|  |  |
| --- | --- |
| AUTHORIZED CLIENT SIGNATURE | DATE OF ACCEPTANCE |
|  |  |

|  |
| --- |
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